



B.E. International Program

Faculty of Economics, Thammasat University



Course outline

MK202 Principles of Marketing

1st Semester 2011
(August 08 – November 30, 2011)

Lecturer: Dr. Svend Nelson
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Class Day & Time: Wednesday, 08:00 – 11:00

Room: Room 202, Faculty of Economics

Textbook: Marketing in Asia, by Roger A Kerin, Steven W Hartley, William Rudelius and Geok Theng Lau, McGraw-Hill Irwin, 2009

Course Description: “Principles of Marketing” is an introductory course emphasizing key concepts and issues underlying the modern practice of marketing. The role of marketing in the organization and in society is examined and analyzed. Course contents include some of the fundamental concepts of marketing, consumer behavior, and marketing mix management. The marketing process is analyzed through the four main decision areas of products and services, pricing, promotion, and distribution. Case histories and illustrative examples are used throughout the course.

Course Objectives:

- To provide an introduction and general background in the field of Marketing. What is marketing? What is its purpose? Why is it useful?
- To provide fundamental concepts of marketing and to apply these in the marketing management process.
- To provide students with knowledge that will benefit them as consumers in daily life, regardless of whether they pursue a career related to marketing or not.

Grade Computation:

Individual Assignments	25%
Class Participation	10%
Group Project	20%
Final examination	<u>45%</u>
	100%

Class attendance is required. Material on the exams will come from the textbook, notes, discussions and from additional materials provided in class.

Week	Date	Topics & Reading
1	Aug. 17 th : Cancelled	Chapter 1: Marketing, Value, Satisfaction
2	Aug. 24 th : Cancelled	Chapter 2: Developing Successful Marketing and Organizational Strategies
3	Aug. 31 st : Cancelled	Chapter 3: The Marketing Environment
4	Sept. 07 th : Cancelled	Chapter 8: Marketing Research
5	Sept. 14 th	Chapter 5: Consumer Behavior
6	Sept. 21 st \	Chapter 9: STP Marketing
7	Sept. 28 th Cancelled	Chapter 10: New Product Development (Midterm Examination week)
8	Oct. 05 th	Chapter 11: Products, Services & Brands
9	Oct. 12 th	Chapter 12: Pricing
10	Oct. 19 th	Workshop: Group Projects
11	Oct. 26 th	Chapter 13: Distribution Channels
12	Nov. 02 nd	Chapter 15: IMC & Direct Marketing
13	Nov. 09 th	Chapter 18: Online Commerce
14	Nov. 16 th	Chapter 7: The Global Marketplace
15	Nov. 23 rd	Chapter 4: Ethics in Marketing
16	Nov. 30 th	Group Presentations ***Projects Due – No late papers accepted***
	Dec. 16th	***Final Examination: 13:00 – 16:00***

- More details on the group project will be given in class.
- A syllabus serves as an instructional and study planning document. It may become necessary to make changes during the course of this semester.